

180. The method of claim 175, wherein the digital representation is received by an electronic communicating medium.

181. The method of claim 180, wherein the electronic communication medium is selected from a group consisting of an internet and an electronic mail system.

REMARKS

This Amendment is made in response to the Office Action dated June 7, 2002. A Request for Extension of Time is submitted to permit the filing of this Office Action in the second month.

Applicant has removed the originally filed claims 1-37 from the subject application, whereby all of the rejections set out in the Office Action dated June 7, 2002 have been rendered moot.

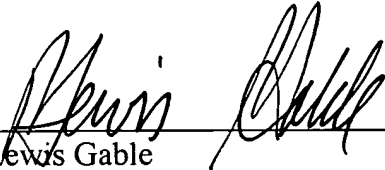
Applicant presents by this Amendment claims 38-181. In particular, claims 38-64 were copied from U.S. Patent Application Publication No. US 2001/0050690 (assigned to PromoOrder, Inc.), entitled "IMAGE TRANSFER MATRIX," published December 13, 2001 in the names of C. W. Giles et al., and related International Publication No. WO 01/61649 (assigned to PromoOrder.com, Inc), published August 23, 2001 and designated in the US; claims 65-99 from U.S. Patent Application Publication No. US 2001/0031102 (assigned to Branders.com Inc.), entitled "METHODS AND APPARATUSES FOR GENERATING COMPOSITE IMAGES," published October 18, 2001 in the names of L. Lunetta et al., and related European Patent Application No. EP 1 124 200 (assigned to Branders.com, Inc.) and published August 16, 2001; and claims 100-181 from International Patent Publication No. WO 01/23989 (assigned to Promo Order.com, Inc.), entitled "METHODS OF PROVIDING AND OBTAINING INFORMATION, ITEMS, ORDERS, AND DIGITAL REPRESENTATIONS AND USING ELECTRONIC COMMUNICATION SYSTEMS," published April 5, 2001 and not designated in the US.

The undersigned has carefully reviewed new claims 38-181 as presented by this Amendment and the subject application, and respectfully asserts that the subject matter of

new claims 38-181 is described in the subject in such manner as fully satisfies the requirements of 35 U.S.C. §112.

If the Examiner has any questions with regard to this Amendment, he is requested to place a call to the undersigned.

Respectfully submitted,



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